

**CLAIMS**

What is claimed is:

1. A method comprising:  
identifying a Uniform Resource Locator (URL) associated with at least one  
5 content provider and a browser; and  
customizing said browser by modifying at least one portion of said browser  
based upon said URL.
2. The method according to claim 1 wherein said modifying comprises  
updating said browser in accordance with at least one of a content provider  
10 criterion and a user preference criterion.
3. The method according to claim 2, wherein said at least one content  
provider belongs to a family of content providers that are categorized by at least  
one of a category and theme, and wherein said modifying comprises updating  
said browser in accordance with at least one of said category and said theme.
- 15 4. The method according to claim 1 and further comprising sending a request  
based upon said URL and a user identifier (UID) to a browser server, which is in  
communication with said browser.
5. The method according to claim 4 and further comprising providing said  
browser server with a database comprising at least one of user preference data  
20 and content provider data.
6. The method according to claim 5 wherein said modifying comprises  
creating browser modification information based upon said at least one of user  
preference data and content provider data, and sending said browser modification  
information to said browser.
- 25 7. The method according to claim 6 and further comprising:

receiving a web page from said content provider in accordance with said URL; and

displaying said web page by said browser and said modifying comprises updating said browser using said browser modification information.

5 8. The method according to claim 7 wherein said modifying comprises branding said browser with commercially related browser modification information.

9. Apparatus comprising:

a browser server adapted to modify a browser with browser modification information created by said browser server

10 10. Apparatus according to claim 9 wherein said browser modification information is adapted to change at least one of an appearance and functionality of said browser.

11. Apparatus according to claim 9 and further comprising a client module in communication with said browser server and said browser, said client module  
15 being adapted to change at least one of an appearance and functionality of said browser with said browser modification information.

12. Apparatus according to claim 9 wherein said browser modification information comprises at least one of a dynamic toolbar, a dynamic browser skin, and a dynamic browser user interface.

20 13. Apparatus according to claim 9 wherein said browser modification information comprises at least one of a dynamic navigation tool, a dynamic browser function button, a dynamic site bookmark, a dynamic rotating icon, a dynamic mouse icon, a dynamic hotkey, a dynamically shaped browser, and dynamic branded information.

14. Apparatus according to claim 9 wherein said browser server is adapted to process a request of a URL and a UID, and modify said browser in accordance with at least one of a content provider criterion and a user preference criterion, based upon said URL and said UID, respectively.

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